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Luiz Argenta Unveils Brazil’s First Non-Alcoholic Wines Using Advanced Alcohol Removal Technology

Flores da Cunha winery pioneers vacuum distillation process as demand for alcohol-free options rises among younger and health-conscious consumers.

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The Brazilian winery Luiz Argenta has launched its first line of non-alcoholic wines, introducing a new technology to the country’s wine industry. The debut took place at the company’s headquarters in Flores da Cunha, in the Serra Gaúcha region, an area

known for its wine production. The new products are part of a growing trend in Brazil and worldwide, as consumers seek alternatives to traditional alcoholic beverages.

Luiz Argenta’s non-alcoholic wines are produced using a process that removes alcohol from the wine after fermentation, while aiming to preserve the original aromas and flavors. According to the winery, this is the first time this specific technology has been used in Brazil. The method involves vacuum distillation at low temperatures, which helps maintain the integrity of the wine’s sensory characteristics. The company reports that this process was developed in partnership with international specialists and required significant investment in equipment and research.

The launch event gathered local producers, sommeliers, journalists, and representatives from the beverage industry. During tastings, guests noted that the non-alcoholic wines retained much of the complexity and freshness found in traditional wines. Luiz Argenta presented both red and white varieties in this new line, targeting consumers who want to enjoy wine without alcohol for health, religious, or personal reasons.

The winery’s management explained that the decision to invest in non-alcoholic wines was driven by changing consumer habits. Recent studies show an increase in demand for non-alcoholic options among younger adults and people seeking healthier lifestyles. The company also cited international market data indicating steady growth in sales of non-alcoholic wines and beers.

Production of Luiz Argenta’s non-alcoholic wines will initially focus on the domestic market, with plans to expand distribution to other countries in South America. The winery expects these products to be available in supermarkets, specialty stores, and restaurants across Brazil within the next few months.

Flores da Cunha has long been recognized as one of Brazil’s main wine-producing regions. The introduction of advanced technology for non-alcoholic wine production marks a new chapter for local wineries seeking to diversify their offerings and reach new consumers. Industry observers say that Luiz Argenta’s move could encourage other Brazilian producers to explore similar innovations.

The company emphasized that it will continue producing its traditional lines of wines alongside the new non-alcoholic options. Luiz Argenta believes that offering a wider range of products can help attract different types of consumers and strengthen its position in a competitive market.

The launch comes at a time when global interest in low- and no-alcohol beverages is rising. Wine producers around the world are investing in research and technology to meet this demand. With its new line, Luiz Argenta joins a small but growing group of South American wineries adopting advanced methods for alcohol removal.

As the first Brazilian winery to use this specific technology for non-alcoholic wine production, Luiz Argenta is positioning itself as an innovator within the national industry. The company says it will monitor consumer response closely and continue investing in quality improvements based on feedback from customers and experts.